



Maricopa County Parks and Recreation Department

2008 – 2009 Goals

Overarching Goals

- Build the Team
- Strengthen the System
- Deliver the Experience



Build the Team

- Improve Communication
 - Reestablish the communications team
 - Coffee with the Director
 - Highlights from the management team
 - Quarterly performance updates
- Provide Strong, Unified, Inclusive Leadership
- Performance Plans That Empower
- Develop a Shared Vision— “You’ll never be greater than the vision that guides you.”



Strengthen the System

- Complete the System Master Plan and Develop a Prioritized Implementation Schedule
- Resource Management Planning—Water Resource Opportunity Spectrum Planning @Lake Pleasant
- Park Master Plans
- New Parks/Areas Acquisition and Partnerships
- Maricopa Trail Development
- New Revenue Sources (Grants, fee-based programming, sponsorships, concession agreements, cost of service)
- Reservation System and On-Line Credit Card Acceptance
- Policy Development/Update
- Volunteer Program Team



Deliver the Experience

- Focus on Core Services and Programs to Deliver Quality
- Implement and Continue to Improve Park and Program Marketing
- Develop Parks System Branding/Image/Position
- Public Information and Promotion Program
- Evaluate Programming Opportunities with a Focus on Nature and Adventure



Questions



- *Stockdale Paradox: “you must maintain unwavering faith that you can and will succeed regardless of the difficulties.”*
- *“You can accomplish anything in life provided that you do not mind who gets credit.”
Harry Truman*